



WPTV

# ORDER

Print Date 10/11/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision      **314048 /**

Original Date / Revision  
10/05/12    10/10/12

Advertiser **Florida Democratic Party - S**

Agency    **Dudley Media**

Buying Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Product

**FL Democratic Party: Sachs/Bruno**

Agency Com    15%

Billing Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **3**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	54	\$49,746.25	\$58,525.00	0.00
<b>Totals</b>	<b>54</b>	<b>\$49,746.25</b>	<b>\$58,525.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	54	\$49,746.25	\$58,525.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/09/12	10/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1111 - -	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	- 1111 - -			4		\$900.00		0.00				
E 2	WPTV	10/15/12	10/15/12	M-F 6-7a M-F 6-7a	CM	6-7a	1 - - - - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	1 - - - - -			1		\$900.00		0.00				
E 3	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	21221 - -	:30	8	\$1,500.00	FX	0.00	NM	8	\$12,000.00



**WPTV**

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Contract / Revision

**314048**

Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **3**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WPTV	10/09/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	21221--	:30	8	\$1,500.00	FX	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	21221--					8	\$1,500.00		0.00			
E 4	WPTV	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-1----	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1-1----					2	\$650.00		0.00			
E 5	WPTV	10/09/12	10/15/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$950.00		0.00			
E 6	WPTV	10/09/12	10/15/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$600.00		0.00			
E 7	WPTV	10/09/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$1,800.00		0.00			
E 8	WPTV	10/09/12	10/15/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$850.00		0.00			
E 9	WPTV	10/09/12	10/15/12	NBC Monday Prime THE VOICE	CM	8-11p (8:00 PM-10:00 PM)	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	1-----					1	\$3,000.00		0.00			
E 10	WPTV	10/09/12	10/15/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,025.00	P-1	0.00	NM	5	\$5,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$1,025.00		0.00			
E 11	WPTV	10/09/12	10/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$600.00		0.00			
E 12	WPTV	10/09/12	10/15/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-1---	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-1-1---					2	\$950.00		0.00			
E 13	WPTV	10/09/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$725.00		0.00			
E 14	WPTV	10/09/12	10/15/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$425.00		0.00			
E 15	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$600.00		0.00			



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Contract / Revision    **314048**    Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision    10/05/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Florida Democratic Party -**    Product **FL Democratic Party: Sachs**    Estimate #    **3**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WPTV	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$600.00		0.00			
E 16	WPTV	10/09/12	10/15/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$750.00		0.00			
E 17	WPTV	10/09/12	10/15/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$425.00		0.00			
E 18	WPTV	10/09/12	10/15/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$475.00		0.00			
E 19	WPTV	10/09/12	10/15/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00			
N20	WPTV	10/09/12	10/15/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$3,000.00		0.00			
N21	WPTV	10/09/12	10/15/12	NBC Thursday Prime vp debate	CM	8-11p (9:00 PM-11:00 PM)	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---					1	\$3,000.00		0.00			
N22	WPTV	10/09/12	10/15/12	M-F 2-3p M-F 2-3p	CM	2-3p	M--TF--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M--TF--					1	\$300.00		0.00			
Totals														54	\$58,525.00